

Message Text

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ORIGIN NEA-10

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DRAFTED BY NEA/EX:RMCGOVERN:SO
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S/IG:HAHARARY (DRAFT)
NEA/ARP:RBMERRICK(DRAFT)
-----128857 282110Z /73

O 282048Z AUG 78
FM SECSTATE WASHDC
TO AMEMBASSY JIDDA IMMEDIATE
INFO AMCONSUL DHAHRAN IMMEDIATE
USLO RIYADH

UNCLAS STATE 218294

FOR AMBASSADOR WEST FROM CONNOLLY

E.O. 11652: N/A

TAGS: BEXB, AFSP, ASIG

SUBJECT: COMMERCIAL PROMOTION IN SAUDI ARABIA

REF: JIDDA 5233, JIDDA 4171

1. DEPARTMENT AND COMMERCE HAVE REVIEWED THE PROPOSALS IN REFTEL TO ESTABLISH COMMERCIAL PROMOTION CENTERS IN JIDDA, RIYADH AND DHAHRAN. THE PROPOSALS ARE EXCELLENT AND HAVE BEEN THOROUGHLY DISCUSSED IN WASHINGTON. TO ASSIST THE EMBASSY AND FINALIZE POSSIBLE IMPLEMENTATION PLANS, A TEAM OF THREE OFFICERS WILL ARRIVE IN JIDDA ON OR ABOUT SEPTEMBER 10. FLIGHT NUMBERS AND TIMES OF ARRIVAL IN SEPTTEL.

2. SUBJECT TO AMBASSADOR'S CONCURRENCE, TEAM PLANS TO
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SPEND FIRST WEEK IN JIDDA FOR CONSULTATION WITH APPROPRIATE EMBASSY OFFICERS, REPRESENTATIVES OF THE PROPOSED EQUIPMENT MANUFACTURERS, AND WITH MEMBERS OF THE RESIDENT BUSINESS COMMUNITY. THE TEAM WILL THEN PROCEED TO RIYADH AND DHAHRAN, RETURNING TO JIDDA THE WEEK OF SEPTEMBER 20 TO DISCUSS ITS FINDINGS. THESE ARE TENTATIVE PLANS AND ACTUAL DATES OF VISITS TO RIYADH AND DHAHRAN WILL BE SET AFTER

TEAM MEETS WITH AMBASSADOR WEST WEEK OF SEPTEMBER 10.

3. THE TEAM MEMBERS ARE JOSEPH A. HARARY, FSO-2, TEAM LEADER (PREVIOUSLY COMMERCIAL COUNSELOR IN THE HAGUE); MARSHALL NOBLE, FSO-3 RETIRED, COMPUTER SPECIALIST, O/ISO; AND JACKSON HEARN, INTERNATIONAL TRADE SPECIALIST, CAGNE, DEPARTMENT OF COMMERCE.

4. PLEASE RESERVE ACCOMMODATIONS.

5. THE TEAM WELCOMES ANY COMMENTS THE EMBASSY MAY WISH TO MAKE PRIOR TO ITS DEPARTURE. CHRISTOPHER

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